

## Message Text

UNCLASSIFIED

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 130757

R 301310Z APR 76  
FM AMEMBASSY SANTIAGO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8769

UNCLAS SANTIAO 3981

E.O.11652:N/A

TAGS: EIND, CI

SUBJ: COMMERCIAL ACTION PROGRAM - FISA 76

REF: STATE 93612

1. AT RECENT MEETING OF THE COUNTRY TEAM TASK FORCE TO MONITOR THE COMMERCIAL PROGRAM DECISION WAS MADE TO APPROVE EMBASSY SPONSORSHIP OF A US PAVILION AT FISA 76 JOINTLY WITH LOCAL US CHAMBER OF COMMERCE.
2. EMBASSY EXPECTS SUFFICIENT INTEREST BY LOCAL US FIRMS TO SUPPORT DIGNIFIED, REPRESENTATIVE PAVILION FEATURING PRODUCTS OF ADVANCED US TECHNOLOGY. WE WILL TRY TO LIMIT EXHIBITORS TO THOSE WITHIN THEME MENTIONED IN SANTIAGO A-3: MINING, CONSTRUCTION, INDUSTRIAL PROCESS CONTROLS, INDUSTRIAL MAINTENANCE AND SAFETY, MATERIALS HANDLING, AND OTHER MODERN INDUSTRIAL EQUIPMENT, UNDER GENERAL RUBRIC "MODERN INDUSTRIAL TECHNOLOGY".
3. WE HAVE OUTDOOR AREA OF 10,000 SQUARE METERS AND INDOOR AREA OF 1,000 SQUARE METERS. FISA HAS ALREADY RESERVED OUTDOOR AREA FOR LOCAL AGENTS OF US FIRMS IN MINING, CONTRUCTION, AGRICULTURAL AND TRANSPORTATION EQUIPMENT (8 EXHIBITORS). INDOOR FACILITY IS EXPECTED TO HOUSE SOME 30 TO 40 EXHIBITORS WITH AVERAGE SIZED STAND OF 15 - 20 SQUARE METERS. BALANCE OF SPACE WITHIN BUILDING WILL BE USED FOR OFFICE/LOUNGE, HALL AND HOPEFULLY, USIS BICENTENNIAL EXHIBIT.
4. APPRECIATE USDOC'S OFFER TO PUBLICIZE US PAVILION. WE HAVE NO UNCLASSIFIED

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COST ESTIMATES YET, BU T EXPECT BOOTHS TO RENT AT ABOUT \$75 PER

SQUARE METER. FEE INCLUDES RENT, BOOTH CONTRUCTION, PROMOTION PACKAGE, REPRESENTATIVE FINDING, GUIDE SERVICE, MAINTENANCE, GUARDS AND HOSPITALITY (INCLUDING LARGE OPENING RECEPTION).

WE HOPE TO

HAVE MAXIMUM NUMBER OF NEW-TO-MARKET EXHIBITORS; WTH MAJOR INCENTIVE BEING THEIR RIGHT TO IMPORT EXHIBITION GOODS DUTY-FREE.

EMBASSY NOT IN ANY POSITION TO HANDLE SHIPPING BUT WILL RECOMMEND RESPONSIBLE AGENTS ON REQUEST.

BOYATT

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE FAIRS, EXHIBITS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 30 APR 1976  
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**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976SANTIA03981  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
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**Film Number:** D760167-0417  
**From:** SANTIAGO  
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**Office:** ACTION ARA  
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